

Message Text

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42

ACTION ARA-10

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TO SECSTATE WASHDC 7191

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E.O. 11652:

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VD

C PFORBYGSOPN, EF

WA HO, US

SUBJ: MEXICAN EDITORIAL REACTION TO SECOND PAYMENT BY UNITED
BRANDS

REF: MEXICO 3126

1. FIVE OF MEXICO CITY'S EIGHT MORNING PAPERS FOLLOWED UP
APRIL 10 NEWS STORY (REFTEL) ON SUBJECT SCANDAL WITH EDITORIAL
AND COLUMNIST COMMENTS TODAY.

2. MOST APRIL 11 EDITORIALS CITED RECENT SCANDAL AS JUST
ONE MORE EXAMPLE OF UNPRINCIPLED MANNER IN WHICH MULTI-
NATIONAL CORPORATIONS BEHAVE AND LAUNCHED AN ATTACK ON
MULTINATIONALS IN GENERAL. TYPICAL IS 'EL SOL'S' EDITORIAL
WHICH SAID IN PART: "INDEPENDENT OF WHO RECEIVED THE BRIBE
(IN THE CASE AT HAND), THIS CLEARLY DEMONSTRATES THE INIQUITOUS
MANNER IN WHICH TRANSNATIONAL ENTERPRISES, WHOSE SOLE
REASON FOR EXISTING IS UNCONSCIONABLE PROFITS, OPERATE."

3. ONE NOTABLE EXCEPTION TO THE EDITORIAL TREND DESCRIBED
IN PARA 2 WAS 'NOVEDADES' EDITORIAL WHICH CITED AT LENGTH
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ASST SECRETARY ROGERS' LETTER REFUSING TO ASSIST UNITED

BRANDS IN CONCEALING THE SCANDAL AND CALLED IT A "SIGNIFICANT INDICATION OF A NEW (USG) ATTITUDE" AND "A HEALTHY PRECEDENT".

4. EL HERALDO, ALSO TOOK A DIFFERENT POSITION IN ITS EDITORIAL APRIL 11. WHILE DEPLORING THE SCANDAL, IT FOCUSED ITS SEVEREST CRITICISM ON THOSE IN LATIN AMERICAN GOVERNMENTS WHO TAKE BRIBES.
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